

## ABSTRACT OF THE DISCLOSURE

A ground cover anchor for securing a ground cover such as a beach towel or a blanket in sand or other types of ground. The ground cover anchor comprises a shaft, with one end for inserting into the ground, and the other end comprising a clamp for securing the ground cover to the anchor. The end for inserting into the ground may comprise barbs, an inverted cone, or a spiral to increase the hold in the ground. The clamp may comprise two lengths held together by a nut, elastic properties, or other means to secure the ground cover.